



PESTLE ANALYSIS

Lululemon 2024

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PESTLE ANALYSIS – Lululemon 2024

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ENVIRONMENTAL

POLITICAL FACTORS

- Lululemon must navigate trade policies, tariffs, and regulations across multiple countries where it operates stores and sources products.
- Political stability and corruption in sourcing countries can impact Lululemon's supply chain.
- Labor laws and regulations need to be adhered to in all operating regions.



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ECONOMIC FACTORS

- As a premium brand, Lululemon is vulnerable to economic downturns that reduce consumer discretionary spending.
- Inflation, interest rates, and exchange rate volatility can impact profitability and pricing strategies.
- The disposable income levels of Lululemon's target demographic directly influence demand.

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ENVIRONMENTAL

SOCIAL FACTORS

- Lululemon's success is tied to societal health, wellness, and athleisure wear trends.
- Maintaining a brand reputation and fostering a community connection with customers is crucial.
- Understanding and adapting to cultural differences across global markets is essential.



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TECHNOLOGICAL FACTORS

- Investing in e-commerce capabilities, mobile apps, and seamless omnichannel experiences is essential.
- Adopting innovative textile technologies can enhance product quality and differentiation.
- Data analytics and AI can provide valuable consumer insights for product development.



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LEGAL FACTORS

- **Intellectual property protection, trademarks, and patents must be secured globally.**
- **Consumer protection and data privacy laws must be followed, especially for e-commerce.**
- **Any legal issues around ethical sourcing or sustainability can damage the brand's reputation.**



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ENVIRONMENTAL FACTORS

- Increasing environmental consciousness requires sustainable sourcing, reducing carbon footprint, and responsible waste management.
- Promoting environmental awareness can further Lululemon's brand image as a responsible company.
- Regulatory changes or environmental issues in sourcing regions can disrupt supply chains.